#107

2 PACKS FREE & CLEAR

BENSON & HEDGES DE-NIC*

ONLY AVAILABLE IN ARIZONA.

DE-NICOTINED TOBACCO. THE SMOOTH TASTE OF A LIGHT.

WE'D LIKE TO SEND YOU A COUPON FOR TWO FREE PACKS OF BENSON & HEDGES DE-NIC* THE ONLY CIGARETTE WITH LESS THAN 0.1 MG OF NICOTINE MADE FROM DE-NICOTINED TOBACCO.

OUR UNIQUE PROCESS WORKS MUCH THE WAY THAT CAFFEINE IS NATURALLY REMOVED FROM COFFEE BEANS FOR A SMOKEABLE CIGARETTE, WITH THE SMOOTH TASTE OF A LIGHT.

REGULAR AND MENTHOL, KINGS AND 100'S.

SIMPLY FILL IN THE ATTACHED CARD AND *DROP IT IN THE MAIL.*

OFFER FOR 2 FREE PACKS OF BENSON & HEDGES DE-NIC*

☐ MR.
☐ MS.
☐ MRS. _____
FIRST MI. LAST

Address _____ Apt. # _____

City _____

State _____ Zip _____

Phone ( ) _____

Date of Birth ____/____/____ ☐ Male ☐ Female

1. What is your regular brand of cigarettes?

_____
(FULL BRAND NAME)

2. About how long have you smoked this brand?
☐ Less than 1 year ☐ 1 to 3 Yrs. ☐ Over 5 Yrs.
☐ 1 to 2 Yrs. ☐ 3 to 5 Yrs.

3. Is your regular brand? (Check one per column)
☐ Filter ☐ Menthol ☐ Regular/King Size
☐ Non-Filter ☐ Non-Menthol ☐ Long/100's
☐ Extra Long/120's

4. Are any of these words on your pack? (Check one)
☐ Light/Low Tar/Mild
☐ Ultra/Ultra Light/Ultra Low Tar
☐ Extra Mild/Extra Light
☐ None of these words are on my pack

5. How do you usually buy it?
☐ Soft Pack ☐ Box

6. Do you usually buy:
☐ Packs ☐ Cartons ☐ Both

7. How many packs of cigarettes did you smoke in the past month?
Note: 1 Carton = 10 Packs.
Total # Packs _____

8. Of these total packs, how many were your regular brand and how many were other brands?
Regular Brand # Packs _____
Other _____ # Packs _____
(FULL BRAND NAME)
Other _____ # Packs _____
(FULL BRAND NAME)
Other _____ # Packs _____
(FULL BRAND NAME)

Offer limited to smokers 21 years of age or older. Offer expires 12/31/91. Please allow 6-8 weeks for delivery. Only one offer per person, while quantities last. No facsimiles accepted. Void where prohibited or restricted. Void where prohibited.

By responding to this offer and signing below, I certify that I am a cigarette smoker 21 years of age or older, I am also willing to receive free samples of cigarettes and facsimile flyers in the mail, subject to applicable state and federal law.

Signature required _____

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9 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/qsgn0003

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